

on the WB. As a result of increased fast food advertising, children are more likely to consume an additional 167 calories a day, a caloric intake that further exacerbates already high obesity rates. Currently, obesity affects nearly 18 percent of black children compared to 14 percent of white children.

These studies are evidence that the estimated \$15 billion spent on junk food marketing in the last year is adversely affecting the eating habits, and consequently, the health of our nation's youth. This marketing is especially problematic in poor, predominately African American neighborhoods, many of which have no access to fresh and healthy food products due to a dearth in neighborhood grocery stores. This problem is highlighted here in the District where the lowest income wards attract corner convenience stores that feature unhealthy, fatty foods in abundance, but do not provide foods of significant nutritional value that assist both in the intellectual and physical growth and development of children.

The FTC and Federal Communications Commission (FCC) have historically shared joint jurisdiction over advertising to children. The FCC first implemented regulations on children's advertising in 1974, setting limits on the amount of advertising per hour during children's programs, but these limits do not address the content of the ads. Under current law, the Children's Television Act of 1990, advertising during children's programming is restricted to no more than 10½ minutes per hour on the weekends, and 12 minutes per hour on the weekdays. However, these "restrictions" are simply an adoption of what is already the established industry norm.

In 1978, the Federal Trade Commission recommended banning television advertising to children under the age of eight after research at the time indicated that marketing to young children was unfair because young children do not understand the persuasive intent of advertising, thereby establishing an unfair and deceptive act or practice. However, industry lobbyists filed a lawsuit against the FTC, and lobbied Congress instead to pass the FTC Improvement Act of 1980, which stripped the FTC of its authority to issue industry-wide regulations to stop unfair advertising practices.

The debate still continues, however, as the IOM's recent report recommends banning television advertising to children even up to the age of twelve, and the American Psychological Association (APA) says that children under the age of nine cannot understand persuasive intent. Nevertheless, the methods for advertising products to children have become more sophisticated. Marketing strategies now include Internet games, specialized product placement in stores, as well as cartoon character endorsements like those that featured Sponge Bob Square Pants endorsing Burger King products, and promoting unhealthy eating habits.

Ironically, funding will lapse this year for a successful program I cosponsored that turned television on its head, and according to studies, has effectively used TV to get children active. The Youth Media Campaign—VERB™ program, the brainchild of the former chair of the Labor/HHS subcommittee, Jon Porter, with whom I collaborated when I had a similar bill, received no funding in the President's Fiscal Year 2007 budget, and the program, despite its demonstrated effectiveness, has received less and less funding since its inception, from

an initial appropriation of \$125 million. The VERB™ program focuses children on physical activity at a time when physical education is often no longer a required component of school curricula. Through print, radio, internet and television advertising targeted at the nation's 21 million children aged 9–13 years, VERB™ programming emphasized free-time, outside of the classroom where children traditionally are at play. The program also featured a multicultural message, giving extra focus to African American and Hispanic youth who have the highest incidence of childhood obesity. Most important, two recent evaluations of VERB™ have found the program to be remarkably effective. VERB™ offered the first concrete hope of progress against the alarming surge in debilitating diseases we are now seeing for the first time in children, and I sincerely hope that the Congress will again fund this program to ensure its continued success.

However, I am pleased to join with Senator TOM HARKIN, who has introduced this language in the Senate as part of a more comprehensive bill promoting healthy lifestyles and disease prevention. I am also pleased to join with others, such as former President Clinton, who has joined with the Nickelodeon Channel to promote responsible, healthy food choices and lifestyles. I urge my colleagues to support this legislation.

HONORING THE RIDE FOR LORRAINE

HON. NITA M. LOWEY

OF NEW YORK

IN THE HOUSE OF REPRESENTATIVES

Thursday, June 29, 2006

Mrs. LOWEY. Mr. Speaker, I rise today to recognize the accomplishments of the Ride for Lorraine, a charity bike ride to benefit the National Transplant Assistance Fund (NTAF) and raise awareness for stem cell research.

The Ride for Lorraine, a five-day bike ride beginning in Hartsdale, New York, honors Lorraine Valentini, a former High School English Literature teacher, volunteer firefighter, and U.S. Masters Gold Medal Cyclist. Lorraine's life was tragically altered in May 2005 when the spinal cord injuries she suffered in a bike accident left her paralyzed below the neck.

During the five-day trip, Lorraine's family, friends and supporters will stop at the Dana and Christopher Reeve Paralysis Foundation in New Jersey, the Kennedy Krieger Institute in Maryland, and finally here at the Capitol Building. I encourage all of my colleagues to listen to their message that stem cell research can bring cures and therapies for many devastating and debilitating conditions.

These dedicated, passionate participants are working hard to not only raise awareness for stem cell research, but to raise money for Lorraine's daily care and rehabilitation while directing donations to the NTAF to aid other transplant and catastrophic injury patients.

Mr. Speaker, I urge my colleagues to join me in honoring the efforts of teamLorraine.org and wishing the Ride for Lorraine participants luck.

PERSONAL EXPLANATION

HON. HENRY J. HYDE

OF ILLINOIS

IN THE HOUSE OF REPRESENTATIVES

Thursday, June 29, 2006

Mr. HYDE. Mr. Speaker, on June 27 and 28, 2006, I was absent for several votes for personal reasons. Had I been present, I would have voted: Vote Nos. 319, "yes"; 320, "yes"; 321, "yes"; 326, "no"; 327, "no"; 328, "no"; 329, "yes"; 330, "no"; 331, "no"; 332, "no"; 333, "no"; 334, "no"; 335, "no"; 336, "no"; 337, "no"; 338, "no"; 339, "no"; 340, "no"; 341, "no"; 342, "no"; 343, "no"; 344, "no"; 345, "no"; 346, "no."

RECOGNIZING BRENT TRAUGOT SAVIGNE FOR ACHIEVING THE RANK OF EAGLE SCOUT

HON. SAM GRAVES

OF MISSOURI

IN THE HOUSE OF REPRESENTATIVES

Thursday, June 29, 2006

Mr. GRAVES. Mr. Speaker, I proudly pause to recognize Brent Traugot Savigne, a very special young man who has exemplified the finest qualities of citizenship and leadership by taking an active part in the Boy Scouts of America, Troop 395, and in earning the most prestigious award of Eagle Scout.

Brent has been very active with his troop, participating in many scout activities. He has camped at the H. Roe Bartle Scout Reservation for 6 years and earned the rank of Tom-Tom Beater in the Tribe of Mic-O-Say. Over the many years Brent has been involved with scouting, he has not only earned numerous merit badges, but also the respect of his family, peers, and community.

Mr. Speaker, I proudly ask you to join me in commending Brent Traugot Savigne for his accomplishments with the Boy Scouts of America and for his efforts put forth in achieving the highest distinction of Eagle Scout.

CONGRATULATING THE STAR COMMUNITY NEWSPAPERS

HON. MICHAEL C. BURGESS

OF TEXAS

IN THE HOUSE OF REPRESENTATIVES

Thursday, June 29, 2006

Mr. BURGESS. Mr. Speaker, I rise today to congratulate the Little Elm Journal, the McKinney Courier Gazette, and the Frisco Enterprise as they and their staffers took home numerous awards in the Texas Press Association's 2006 Better Newspapers Contest. These Star Community newspapers, which are read throughout my district, were among 194 papers and 1740 total entries in the contest.

The Little Elm Journal was named the best paper for news photography in a small weekly as well as receiving the winner's plaque for feature stories written by former staff writer Corina Miller. The Journal also took second place in news writing by community editor Devin Monk, third place in sports coverage, and fourth place in sweepstakes.

The McKinney Courier-Gazette took second-place honors in the small daily division for